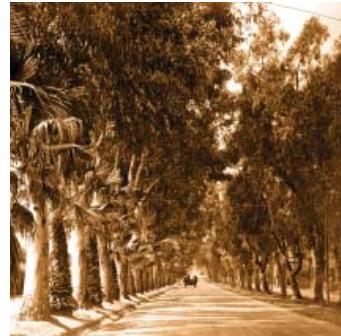
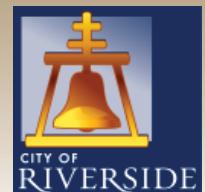




MAGNOLIA AVENUE SPECIFIC PLAN



Final Draft - February 2008





ACKNOWLEDGEMENTS

Many people played a part in preparing this Specific Plan. The City wishes to give special acknowledgement to the contributions of individuals noted below, as well as countless others who provided support.

MAYOR & CITY COUNCIL

Ronald O. Loveridge, *Mayor*

Mike Gardner, *Ward 1*

Andy Melendrez, *Ward 2*

William "Rusty" Bailey, *Ward 3*

Frank Schiavone, *Ward 4*

Chris MacArthur, *Ward 5*

Nancy Hart, *Ward 6*

Steve Adams, *Ward 7*

FORMER CITY COUNCIL

Dom Betro, *Ward 1*

Art Gage, *Ward 3*

Ed Adkison, *Ward 5*

PLANNING COMMISSION

Finn Comer, *Chairperson*

Harry Kurani, *Vice-Chairperson*

Tim Maloney, *Secretary*

Joseph Sebelia, *Sergeant at Arms*

Stan Brown, *Commissioner*

William Densmore, *Commissioner*

Patricia Lock-Dawson, *Commissioner*

Christian Singletary, *Commissioner*

Robert T. Wade, *Commissioner*



MAGNOLIA AVENUE SPECIFIC PLAN

FORMER PLANNING COMMISSION

Rita Norton, *Commissioner*

David Leonard, *Commissioner*

MAGNOLIA/MARKET SUBCOMMITTEE

Randy Akes

Manuel Carrasco

Mike Conway

Ian Davidson

Bill Galloway

Mark Howe

Jerry Irwin

Lorie Reitz

Matt Webb

In Remembrance of the late Subcommittee member Eric Solander

CITY STAFF

Ken Gutierrez, AICP, *Planning Director*

Craig Aaron, *Deputy Planning Director*

Diane Jenkins, AICP, *Principal Planner*

Doug Darnell, AICP, *Senior Planner*

Patricia Brenes, *Senior Planner*

David Murray, *Annexation Program Coordinator*

Steve Gonzales, *Associate Planner*

Moises Lopez, *Associate Planner*

COMMUNITY DEVELOPMENT DEPARTMENT STAFF

Dan Chudy, *Building Official*

Sandy Gosselin, *Senior Graphics Tech*

MAGNOLIA AVENUE SPECIFIC PLAN



Jaclyn Wertis, *Administrative Services Manager*

Erin Gettis, *Historic Preservation Officer*

Joyce Bates, *Information Systems Support*

Paul DeRouen, *Information Systems Support*

Matthew Keeling, *Information Systems Support*

Jesusa Romero, *Information Systems Support*

OTHER CITY DEPARTMENTS

Bradley J. Hudson, *City Manager*

Michael Beck, *Assistant City Manager*

Kristi Smith, *Supervising Deputy City Attorney*

Austin Carter, *Communications Officer*

Tom Boyd, *Deputy Public Works Director/City Engineer*

Bob Johnson, *Principal Park Planner*

Wendy Holland, *Redevelopment Project Manager*

Larry Anderson, *Printing Services Supervisor*

SPECIFIC PLAN CONSULTANTS

The Arroyo Group – Planning and Urban Design

Meyer, Mohaddes Associates, Inc., An Iteris Company – Transportation Planning

EPT Design – Landscape Architecture

P&D Consultants, Inc. – Environmental Assessment

Albert A. Webb Associates – Environmental Assessment

TABLE OF CONTENTS

Acknowledgements

Chapter 1 - Introduction

A. What is a Specific Plan?	1-3
B. Specific Plan Area.....	1-3
C. Background	1-4
D. Purpose of the Specific Plan	1-7
E. Community Participation	1-8
F. Applicability and Conformity with the Specific Plan	1-8
G. Relationship of the Specific Plan to the City's General Plan	1-9
H. Relationship of the Specific Plan to the City's Zoning Code	1-9
I. Relationship of the Specific Plan to the Redevelopment Project Areas....	1-9

Chapter 2 - Context

A. Historic Context.....	2-3
B. Current Setting.....	2-4
C. General Plan Designations	2-11

Chapter 3 - Vision, Objectives and Policies

A. Corridor Wide Vision, Objectives and Policies.....	3-3
• Vision for Magnolia Avenue	3-3
• Corridor Wide Objectives and Policies.....	3-3
B. La Sierra District	3-7
• District Context	3-7
• La Sierra District Objective and Policies	3-9
• General Plan 2025 Land Use Designations	3-10
• Framing the Vision	3-11
C. Galleria District.....	3-14
• District Context.....	3-14
• Galleria District Objective and Policies	3-16
• General Plan 2025 Land Use Designations	3-16
• Framing the Vision	3-16
D. Arlington District.....	3-19
• District Context.....	3-19
• Arlington District Objective and Policies.....	3-20
• General Plan 2025 Land Use Designations	3-22
• Framing the Vision	3-23
E. Magnolia Heritage District.....	3-26
• District Context.....	3-26
• Magnolia Heritage District Objective and Policies.....	3-29
• General Plan 2025 Land Use Designations	3-30
• Framing the Vision	3-31

F. Magnolia Center District.....	3-34
• District Context.....	3-34
• Magnolia Center District Objective and Policies	3-35
• General Plan 2025 Land Use Designations	3-37
• Framing the Vision	3-38
G. Wood Streets District	3-41
• District Context.....	3-41
• Wood Streets District Objective and Policies	3-44
• General Plan 2025 Land Use Designations	3-45
• Framing the Vision	3-45

Chapter 4 - Land Use Regulations, Development Standards and Design Guidelines

A. Permitted Uses	4-3
B. Prohibited Uses	4-4
C. Development Standards	4-4
D. Design Guidelines	4-6
E. General Requirements.....	4-12
ADDENDUM TO CHAPTER 4 – ARLINGTON DESIGN GUIDELINES	4-14

Chapter 5 - Circulation

A. Current Transportation Setting.....	5-3
B. Traffic Volumes	5-7
C. Intersection Level-of-Service	5-9
D. Future Traffic Operations along Magnolia Avenue	5-14
E. Transit Services	5-15
F. Bus Rapid Transit	5-17
G. Bicycle Lanes.....	5-19
H. Pedestrian Circulation.....	5-27
I. Intersection at Magnolia/Brockton/Central Avenues	5-27
J. Frontage Roads	5-27

Chapter 6 - Streetscape Improvements

A. Current Streetscape Setting.....	6-3
B. Streetscape Concept	6-4
C. Landscape Palette	6-4
D. Street Furnishings.....	6-12
E. Public Art.....	6-13
F. Utility Lines.....	6-14

Chapter 7 - Implementation

A. How a Specific Plan Can Facilitate Private Economic Investment	7-3
B. Land Use Potential and Mixed Use Designated Areas	7-3
C. Recommended Implementation Strategies	7-4
D. Financing Mechanisms	7-6
E. General Phasing Strategy	7-11

Appendix 1

Demographic and Market Conditions for Magnolia Avenue	A-1
Key Demographic Trends	A-3
Retail Market Factors.....	A-4

TABLES

1.1: Specific Plan Land Area (Gross Acres)	1-3
2.1: General Plan Land Use Designation by Acreage	2-11
3.1: General Plan Land Use Designations in the La Sierra District	3-10
3.2: General Plan Land Use Designations in the Galleria District	3-16
3.3: General Plan Land Use Designations in the Arlington District.....	3-22
3.4: General Plan Land Use Designations in the Magnolia Heritage District.....	3-30
3.5: General Plan Land Use Designations in the Magnolia Center District	3-37
3.6: General Plan Land Use Designations in the Wood Streets District	3-45
5.1: Intersection Level of Service Definitions.....	5-12
5.2: Level-of-Service / Delay Summary	5-13
6.1: Magnolia Avenue Landscape Palette	6-6

FIGURES

1.1: Magnolia Avenue Districts	1-5
1.2: Redevelopment Project Areas	1-11
2.1: Historic Landmarks & Districts.....	2-7
2.2: Community Facilities.....	2-9
3.1: La Sierra District	3-8
3.2 Conceptual Plan for the Magnolia Avenue/La Sierra Intersection Area.....	3-13
3.3: Galleria District	3-15
3.4: Conceptual Plan for the Magnolia Avenue/Tyler Street Intersection Area.....	3-18
3.5: Arlington District.....	3-21
3.6: Conceptual Plan for the Magnolia Avenue/Van Buren Boulevard Intersection Area ...	3-25
3.7: Magnolia Heritage District.....	3-28
3.8: Conceptual Plan for the Magnolia Avenue/Adams Street Intersection Area	3-33
3.9: Magnolia Center District	3-36
3.10: Conceptual Plan for the Magnolia/Central/Brockton Avenue Area	3-40
3.11: Wood Streets District.....	3-42
3.12: Conceptual Plan for the Magnolia Avenue/Jurupa Avenue Intersection Area	3-47
4.1: Magnolia/Van Buren Corridor Districts	4-16
4.2: Village Site Design Guidelines.....	4-17
4.3: Creating Pedestrian Scale for Larger Buildings.....	4-18
4.4: Portal Area Site Design Guidelines	4-19
4.5: Village Building Design Guidelines	4-22
4.6: Portal Area Building Design Guidelines.....	4-23
4.7: Typical Improved Village Rear Facade	4-25
4.8: Standard "Shed" Style Awning.....	4-26

4.9:	Various Types of Awnings	4-27
4.10:	Appropriate & Inappropriate Signs for the Village of Arlington	4-29
4.11:	Perspective of Village Streetscape	4-35
4.12:	Plan of Typical Sidewalk Layout in the Village	4-36
4.13:	Elevation of Typical Sidewalk Scene in the Village	4-37
4.14:	Cross-Section of Sidewalk in the Village	4-38
4.15:	Details for Post Top Street Light.....	4-39
4.16:	Street Furniture.....	4-40
4.17:	Magnolia/Van Buren Intersection Design Concept.....	4-41
4.18:	Parking Lot Entry Concept in the Village	4-42
4.19:	Miller Street Parking Concept.....	4-43
5.1:	Study Area	5-4
5.2:	Existing Roadway Functional Classifications.....	5-5
5.3:	2003 Average Daily Traffic	5-8
5.4:	Existing AM Turning Volumes.....	5-10
5.5:	Existing PM Turning Volumes.....	5-11
5.6:	Transit Services within Riverside.....	5-16
5.7:	RapidLink Route 1-A with 14 Stations	5-18
5.8A:	Roadway Cross-Sections with Potential Buildout.....	5-21
5.8B:	Roadway Cross-Sections with Potential Buildout	5-22
5.8C:	Roadway Cross-Sections with Potential Buildout.....	5-23
5.8D:	Roadway Cross-Sections with Potential Buildout	5-24
5.8E:	Roadway Cross-Sections with Potential Buildout	5-25
5.8F:	Roadway Cross-Sections with Potential Buildout	5-26
6.1:	La Sierra District Streetcape	6-15
6.2:	Galleria District Streetcape	6-16
6.3:	Arlington Village District Streetcape	6-17
6.4:	Magnolia Heritage District Streetcape	6-18
6.5:	Magnolia Center District Streetcape	6-19
6.6:	Wood Streets District Streetcape.....	6-20